

JUN 20 2006

CONFIDENTIAL

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(INDIVIDUAL)From: Sandy Reisman, Senior Paralegal Date June 20, 2006Cover Sheet & 3 page(s) Client Number 29150-8005US01Return to Sandy Reisman / 3744 / 42-73  
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JUN 20 2006

I hereby certify that this correspondence is being faxed to the Board of Patent Appeals and Interferences (571-273-0299) and the U.S. Patent Office Central Fax (571-273-8300) on the date below.

Date: June 20, 2006  
Sandy ReismanDocket No.: 291508005US1  
(PATENT)**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Beck et al.

Appeal No.: 2006-0853

Application No.: 09/721,441

Confirmation No.: 2327

Filed: November 22, 2000

Art Unit: 3622

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For: DYNAMICALLY TARGETING ONLINE  
ADVERTISING MESSAGES TO USERS

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Examiner: Jeffrey D. Carlson

**CONFIRMATION OF REQUEST FOR ORAL HEARING**

Board of Patent Appeals and Interferences  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Notice of Hearing mailed June 14, 2006 (copy attached),  
Appellant hereby confirms his request for an oral hearing in the above-identified matter.

Appellant requests a telephonic hearing.

The hearing is currently scheduled for July 25, 2006, at 1:00 P.M.

**COPY**

Application No.: 09/721,441

Docket No.: 291508005US1

Appellant believes no fee is due with this request. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 291508005US1 from which the undersigned is authorized to draw.

Dated: June 20, 2006

Respectfully submitted,

By 

Steven D. Lawrenz

Registration No.: 37,376

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Attorney for Appellant

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## United States Patent and Trademark Office

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JUN 16 2006

PERKINS COIE LLP

PERKINS COIE, LLP  
PATENT-SEA  
P.O. BOX 1247  
SEATTLE, WA 98111-1247

Appeal No: 2006-0853  
Appellant: Steve Beck et al.  
Application No: 09/721,441  
Hearing Room: A  
Hearing Docket: B  
Hearing Date: Tuesday, July 25, 2006  
Hearing Time: 1:00 PM  
Location: Madison Building - East Wing  
600 Dulany Street, 9th Floor  
Alexandria, Virginia 22313-1450

**NOTICE OF HEARING**  
**CONFIRMATION REQUIRED WITHIN TWENTY-ONE DAYS**

Your attention is directed to 37 CFR § 41.47. The above identified appeal will be heard by the Board of Patent Appeals and Interferences on the date indicated. Hearings will commence at the time set and as soon as the argument in one appeal is concluded, the succeeding appeal will be taken up. The time allowed for argument is twenty minutes unless additional time is requested and permitted before the argument is commenced. If there are any inquiries, please contact the Clerk of the Board at 571-272-9797.

CONFIRMATION OR WAIVER OF THE HEARING IS REQUIRED. This form must be completed below and facsimile transmitted to both: (1) the USPTO Central fax number (official copy), and (2) the Board of Patent Appeals and Interferences fax number (courtesy copy) within TWENTY-ONE (21) DAYS from the mailing date of this notice indicating confirmation or waiver of the hearing. A copy of this notice may be alternately filed by mail if facsimile is not available.

BPAI HEARINGS FAX No: (571) 273-0299

USPTO Central Fax No: (703) 872-9306

BPAI Mailing Address: BOARD OF PATENT APPEALS AND INTERFERENCES  
UNITED STATES PATENT AND TRADEMARK OFFICE  
P.O. BOX 1450  
ALEXANDRIA, VIRGINIA 22313-1450

In all communications relating to this appeal, please identify the appeal by its number.

CHECK ONE: ☒ HEARING ATTENDANCE CONFIRMED ( ) HEARING ATTENDANCE WAIVED

Signature of Attorney/Agent/Appellant  
Steven D. Lawrenz

6/20/2006  
Date

37,376  
Registration No.

Names of other visitors expected to accompany counsel: Do Te Kim, Reg. No. 46,231

For information on visitor access to hearing rooms and security procedures at the USPTO Alexandria Campus, see  
[http://www.uspto.gov/esd/offices/atlconv/bpa/docs/contacts/contact\\_info.htm](http://www.uspto.gov/esd/offices/atlconv/bpa/docs/contacts/contact_info.htm)

I hereby certify that this correspondence is being transmitted via facsimile to the U.S. Patent & Trademark Office at (571) 273-0299 and (571) 273-8300 on June 20, 2006.

**COPY**By: Sandy Reisman

Sandy Reisman

